LEO BURNETT U.S.A.
Ad No. 2340-C2 - (WHO NEEDS SCHTICK?) - Req. No. M12873 - Page, 4/c - (7 x 10 inches)
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With so much flavor, who needs schtick?

Most cigarettes need $100 an hour models, fancy-schmancy locations, and all manner of show-biz gimmicks to get your attention. We do it with flavor—rich, satisfying tobacco flavor. And, oh yes, even less tar than other leading lights. That's it.

Enriched Flavor,™ low tar. A solution with Merit.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Kings: 8 mg. "tar," 0.6 mg nicotine av. per cigarette by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/zfjx0001

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